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**IMPACT/REWARD****Investment Ready Program****DETAILS****COUNTRY:** The Netherlands**REGIONAL COVERAGE:** Nationwide**IMPLEMENTATION PERIOD:** Annual since 2015**GOALS, RECIPIENTS, BENEFICIARIES**

Impact entrepreneurs play an important role in creating a circular economy. With the Investment Ready Program, Impact Hub Amsterdam offers a unique 5-month accelerator for impact entrepreneurs, strengthening their strategy and getting their business ready for growth, investment, and more impact.

**ELIGIBLE PROJECTS / EXPENSES**

The program is for growth-stage impact companies with scalable solutions to global problems. Entrepreneurs would be at the stage of developing a fledgling business into one that is stable and investable. At growth stage ventures would be building their operations, already demonstrating social impact, with a prototype and some paying customers.

Ventures would be eligible if active in one of the following domains: Energy and Mobility; Supply Chains and Logistics; New Materials and Waste; Agriculture, Water and Food.

**SUPPORT**

Participants of the Investment Ready Program receive:

- 2 days of training and strategy sessions;
- 1-on-1 mentoring from seasoned entrepreneurs;
- 1-on-1 legal coaching from De Brauw Blackstone Westbroek;
- 1-on-1 coaching from ING finance and investment experts;
- 1-on-1 coaching on business modelling and strategy from Boston Consulting Group;
- Impact Hub Amsterdam membership, giving access to the global network of impact makers;
- Access to an extensive impact investor network. Peer-to-peer support and exchange amongst the cohort is a significant enabler.

## PROCEDURE

Each cohort of selected entrepreneurs engages in a systematic review of their business strategy, model, and team, before crafting a validated growth and investment plan.

In 12 days of training sessions, peer-to-peer interaction, individual mentoring, and legal and financial coaching, the entrepreneurs grow their business from a start-up into a mature company.

The finale: a pitch on Demo Day for a network of purpose-driven impact investors and funds.

## STATUS / RESULTS:

90% of IRP alumni make it.

80% of alumni found new strategic partners during the program.

75% of alumni increased revenue since the start of the program and 50% more than doubled it.

IRP alumni companies have so far raised over 18MIL EUR in funding.

## REMARKS:

Access to capital is a vital enabler in the impact entrepreneurial journey, and thus in scaling solutions that can facilitate the transition to a just and regenerative economy. However it is equally important to provide frameworks and build ecosystems through which impact entrepreneurs connect to the right kind of funding, combining it with other enablers such as supportive communities and entrepreneurial skills building. This is where one way organisations and entrepreneur support organisations can play a key role, covering together investors and ventures in curated and enabling environments at the right times and the right places.

Find more information including details on alumni ventures here:

<https://amsterdam.impacthub.net/meet-the-entrepreneurs-investment-ready-program-2021/>

## CONTACTS

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